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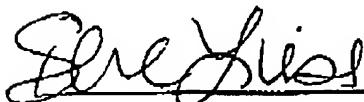
FAX COVER LETTER

April 11, 2005

TO: Commissioner for Patents
COMPANY: U.S. Patent and Trademark Office
PHONE:
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FROM: Steven C. Lieske
DIRECT DIAL: (612) 607-7508
EMAIL: SLieske@oppenheimer.com
RE: U.S. Patent Application No. 10/804,720
Title: BRAND VALUE MANAGEMENT
Group Art Unit: 3623
Attorney Docket No.: 60021-379401

COMMENTS: I hereby certify that a Rescission of Previous Nonpublication Request (35 U.S.C. 122(b)(2)(B)(ii)) and, if applicable, Notice of Foreign Filing (35 U.S.C. 122(b)(2)(B)(iii)) is being facsimile transmitted to the U.S. Patent and Trademark Office on April 11, 2005.



Steven C. Lieske

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PAGE 24 * RCV'D AT 4/12/2005 9:20:03 AM [Eastern Daylight Time] * SVR:USPTO-FXRF-13 * DMS:8729306 * CSID: * DURATION (mm:ss): 01:28

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RECESSION OF PREVIOUS NONPUBLICATION REQUEST (35 U.S.C. 122(b)(2)(B)(ii)) and, if applicable, NOTICE OF FOREIGN FILING (35 U.S.C. 122(b)(2)(B)(iii)) Send completed form to: Mail Stop PG Pub Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450 Fax: (703) 305-8568	Application No.: 10/804,720
	Filing Date: 03/19/04
	First Named Inventor: Stephen Dull
	Title: Brand Value Management
	Atty Docket Number: 060021-379401/US
	Group Art Unit: 3623 Examiner: Unassigned

A request that the above-identified application not be published under 35 U.S.C. 122(b) (nonpublication request) was included with the above-identified application on filing pursuant to 35 U.S.C. 122(b)(2)(B)(i). I hereby rescind the previous nonpublication request.

If a notice of foreign or international filing is or will be required by 35 U.S.C. 122(b)(2)(B)(iii) and 37 CFR 1.213(c), I hereby provide such notice. This notice is being provided no later than forty-five (45) days after the date of such foreign or international filing.

If a notice of subsequent foreign or international filing required by 35 U.S.C. 122(b)(2)(B)(iii) and 37 CFR 1.213(c) was not filed within forty-five (45) days after the date of filing of the foreign or international application, the application is ABANDONED, and a petition to revive under 37 CFR 1.137(b) is required. See 37 CFR 1.137(f)

April 11, 2005
Date

612-607-7508
Telephone Number


Signature

Steven C. Lieske
Typed or Printed Name

This request must be signed in compliance with 37 CFR 1.33(b).

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